

November 24, 1954

Mr. William H. Freeman  
W. H. Freeman and Company  
Publishers  
549 Market Street  
San Francisco 5, Calif.

Dear Bill:

Dr. Cavalli and I were happy to receive your letter of the 19th. It may save some unnecessary duplication of correspondence in the future if we mention that you can conduct all of your financial and editorial dealings directly with me. Dr. Cavalli has given me formal legal authorization for this. Of course I will be in continuous touch with him personally.

You will forgive me if I hope that many more of your deserving authors give you the kind of trouble that you mentioned in your first paragraph.

We could not be more pleased at your favorable response to our proposal on the book. Before we make any formal commitment, however, I am keeping under advisement suggestions that have been made by other publishers, in order to be sure that when or if we finally do close with you, there will be no later regrets. You may be interested but not surprised that of several publishers whom we have contacted, Macmillan and Saunders expressed no interest in the proposal, the latter perhaps because of their inferring some conflict with Werner Braun's book. One or two others are still considering the matter, apparently from a more favorable standpoint. I think you would be most interested to know that C. C. Thomas in particular responded with an immediate affirmative reply, which we are taking under consideration. This may be of interest to you in reflecting their judgment as to the marketability of the proposed book to the medical audience for which they specialize.

If we sign with you, we will of course be entirely in your hands with regard to the production and promotion of the book. If by "little" volume you have in mind something comparable to the Methuen series, we could not be more delighted. I will be interested to learn what you have up your sleeve with regard to the experimental handling of distribution.

Your advice to polish the work as much as possible is going to be taken very much to heart, since this is precisely our own objective. I am sure that you will have heard from your advisers that my own scientific writing style has sometimes left a good deal to be desired from the point of view of clarity and simplicity. My technical papers have been addressed to what I have hoped to have been technically trained minds. The present enterprise has an entirely different objective and we will do the best that

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we can. We will also keep in mind your comments on the length of the text, although it is a little difficult to predict at this stage just how that will come out. I understand the advisability of dealing with multiples of 32 pages.

We certainly would have very little to offer by way of one-page capsules for the general practitioner. The medical men whom we have in mind are the internists and other specialists who are interested in the bases of chemotherapy, who have written unfortunately too many uninformed papers on the question of drug resistance from both clinical and experimental standpoints, and who have been attracted in the past to such works of other aspects of chemotherapy as Work and Work's "The basis of chemotherapy", or Albert's "Selective toxicity". The level of interest and comprehension that we hope to aim at is that of the second or third year medical student, who will have had some bacteriology and is learning the applications of this and of chemotherapy in his practical training as well. However, as you must already have convinced yourself, such a presentation is likely to have a much broader scientific interest. I would guess that the audience would be much the same as that for Albert's book just mentioned above.

Dr. Cavalli and I are aiming to complete the manuscript by the end of next year. You may know better than I whether this is an over-optimistic intention.

We will be pleased to receive the contracts mentioned in your letter. However we may desire to hold them under advisement for a period of a few weeks before taking final action.

Yours sincerely,

Joshua Lederberg  
Professor of Genetics

JL:mg